

# Standard Typestyles

Art for the following typestyles is readily available in our production system and are offered as standard. However, most typestyles can be reproduced upon request for an additional charge. These standard Serif, Sans Serif, Script and Decorative styles are available in foam, acrylic, vinyl and AdGlo® products only.



## Serif Typestyles

The small finishing strokes that extend from the main strokes of a letter are known as serifs. Serif styles originated from chiseled letterforms of ancient Roman stonecutters. Therefore, they have a classical personality of tradition, dignity and stability.

### **American Typewriter Bold**

Americana

Baker Signet

Bembo

Bodoni

*Bodoni Italic*

**Bodoni Bold**

*Bodoni Bold Italic*

Bodoni Condensed Bold

**Bookman Demi Italic**

Caslon

*Caslon Italic*

CASLON CONDENSED

Century Schoolbook

*Century Schoolbook Italic*

**Century Schoolbook Bold**

City Medium

**City Bold**

**Clarendon Black**

**Clearface Gothic Bold**

Cochin Bold

*Cochin Bold Italic*

**COLLEGIATE BLACK**

### **Courier Bold**

Friz Quadrata

Garamond Light

*Garamond Light Italic*

**Garamond Bold**

Goudy Old Style

*Goudy Old Style Italic*

Goudy Old Style Bold

Goudy Old Style Bold Italic

New Baskerville Roman

Optima

**Optima Bold**

Palatino

*Palatino Italic*

Palatino Bold

Rockwell

Souvenir

STONE PRINT ROMAN, SMALL CAPS

Times

*Times Italic*

**Times Bold**

*Times Bold Italic*

TRAJAN

## Sans Serif Typestyles

Literally meaning "without serif", sans serif typestyles do not contain the finishing strokes of serif styles. These styles first appeared in an 1816 type specimen book of English typefounder William Caslon, but were not widely accepted until the 1950's. Their more recent acceptance gives sans serif styles a more contemporary, modern quality.

**Antique Olive Bold**

**Antique Olive Compact**

Avant Garde Book

Avant Garde Demi

**Eras Bold**

**Etruscan**

Eurostile

Futura Light

Futura Medium

**Futura Bold**

Gothic

Helvetica Light

*Helvetica Light Italic*

Helvetica

*Helvetica Italic*

Helvetica Medium

*Helvetica Medium Italic*

**Helvetica Bold**

***Helvetica Bold Italic***

Helvetica Rounded Bold

Industria

**Machine Bold**

META PLUS BOOK CAPS

**Microgramma**

Placard Condensed

Rotis Semi Sans

**Serpentine**

**Univers 65**

## Script and Decorative Typestyles

Ranging from casual to elaborate, script styles are as varied in visual effect as the unique handwritings they represent. Decorative styles create specific moods or allusions to particular eras and can often be classified as trendy styles which often reflect the prevalent design influences of a particular time period or culture.

Bauhaus

*Brush Script*

*Commercial Script*

**COPPERPLATE 31**

**Forte**

Gatsby Bold

*Jott Casual*

LITHOS

**LITHOS BLACK**

*Medici Script*

*Nuptial Script*

PEIGNOT

Pendragon

**Pump**

*Script*

*Spring Light*

*Spring*

**STENCIL BOLD**

Tekton Oblique

*Tekton Bold Oblique*

University Roman Bold

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